



Date: August 14, 2006
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: *City Report* for Week Ending August 12, 2006

This *City Report* highlights various activities for the week ending August 12. Consistent with our Focus on Results (FOR) Long Beach performance management efforts, we are now using *Citywide Focus Areas* to organize our weekly activities. These Focus Areas are built upon the broad categories identified in the Strategic Plan 2010 document and provide a comprehensive framework for communicating all City programs and services.

It is our hope that this new framework will improve our ability to communicate information about the services we provide to both the City Council and the community. Please feel free to contact my staff should you have any questions.

75th ANNIVERSARY - LONG BEACH SEA FESTIVAL

Focus: Leisure, Culture and Education

City Manager

The 75th Anniversary of the Long Beach Sea Festival continues in August with the following events:

Sabot Regatta, Leeway Sailing Center, 5437 E. Ocean Blvd., August 17. Races start at 11:00 am and 2:30 pm, followed by an award ceremony at 3:30 pm. This event is designed for youth from 8 to 18 to emphasize the camaraderie of sailing, and is geared toward people involved with local sailing clubs over the summer. Sabots are eight-feet long and three-feet wide sailboats. For information, please call 570.1719.

Model Sailboat Regatta, Colorado Lagoon, 5119 E. Colorado St., August 18. Races begin at 11:00 am. Approximately 100 boats, and 300 spectators, are expected. Youngsters at least seven years old build model sailboats before the day of the event, and then race them in classes based on size of model boats. For more information, please call 570.1809.

Oar and Paddle Regatta, Granada Launch Ramp, East Ocean Blvd. at Granada Ave., August 19. Registration is at 7:30 am, and race starts at 9:00 am. \$30 fee includes T-shirt, lunch, and, keeping with tradition, a "diploma" of participation. Kayaks, dories, outriggers, paddleboard and canoes – if it's human-powered and it floats, it can be raced in the eight-mile *Oar & Paddle Regatta*. For more information, please call 881.0567.

Ficker Cup, August 19-20, Time TBA

The Ficker Cup Regatta is an invitation-only sailboat match-racing regatta run by the Long Beach Yacht Club and involving similar, one-design sailboats designed and maintained to the same speed. For more information, please call 852.5853.

August 14, 2006

Page 2

Long Beach Jr. Open Tennis Tournament, El Dorado Tennis Center, August 21-25, 11:00 am to 5:00 pm. The Long Beach Junior Open is the fourth of five junior tennis tournaments held every year at the El Dorado Park Tennis Center. Sanctioned by the United States Tennis Association (USTA), entry is open to all junior boys and girls, ages 8 to 18. For more information, please call 896.0555.

Enjoying Sea Festival Last Week

- An estimated 3,000 people attended the 2006 Sea Festival *Dragon Boat Festival*, at Marine Stadium on July 29 and 30.
- Approximately 750 people participated in the 2006 Sea Festival *Kids Fishing Rodeo* at the Belmont Veterans Memorial Pier on August 4.

UPCOMING EVENTS AND PROJECTS

Focus: Neighborhoods and Housing

Community Development

The City of Long Beach is soliciting Notices of Interest (NOI) from parties interested in submitting development projects for the 5.5-acre Schroeder Hall Army Reserve Center property, 3800 E. Willow St. A workshop to provide information will be held at the Center on **August 16** at 4:00 pm. The 5.5-acre property is zoned for single-family, detached and/or attached homes, and residential duplexes, although the General Plan designation is mixed-use. For more information, visit www.longbeach.gov.

Focus: Community Safety

Police

The monthly Community Crime Prevention Meeting will be held **August 16** at 7:00 pm at the Long Beach Water Department, 1800 East Wardlow Rd. Detectives from Career Criminal Apprehension Team (CCAT) will discuss their responsibility for taking violent offenders off of city streets. For information contact the Community Relations Division at 570-7215.

Focus: Business and Economic Assistance

Planning and Building

A Final Environmental Impact Report (EIR) has been prepared for the proposed Home Depot project, and is available for public review pending a Long Beach Planning Commission Hearing on **August 17** to consider its certification. The proposed project is a mixed-use commercial development of approximately 160,000 square feet, including the Home Depot, a restaurant and various other retail uses. The project site is located at the intersection of Studebaker Rd. and Loynes Dr. The public hearing is at 1:30 pm, in the Council Chambers at City Hall and will consider certification of the Final EIR along with approval requests for Site Plan Review, a Conditional Use Permit allowing commercial uses, a Local Coastal Development Permit, and Variances. For more information, visit www.longbeach.gov.

Focus: Leisure, Culture and Education

Parks, Recreation and Marine

An opening ceremony is scheduled for Ed "Pops" Davenport Park, 2910 East 57th Way, on **August 26** at 11:00 am. The Redevelopment Agency Board approved acquisition of the five acres between Paramount Boulevard and the park site, and the acquisition is expected in the near future.

AWARDS and SPECIAL RECOGNITION

Focus: Business and Economic Assistance

Community Development, Workforce Development Bureau

Based on successful outcomes over the past year, the Career Transition Center has been selected among a handful of California One-Stop Centers for \$140,000 in renewed federal funding to continue targeted services to disabled residents. The Disability Program Navigators Project will promote employment and career advancement of individuals with disabilities in Long Beach and Signal Hill. Over the past year, more than 250 residents received one-on-one employment counseling, support and job development from the Center's three dedicated program navigators. The funding will allow the Center, jointly with Goodwill Industries of Long Beach and South Bay, and AbilityFirst (formerly Community Rehabilitation Industries) to continue services for another year.

Focus: Neighborhoods and Housing

Community Development, Housing Services

On July 18, the City of Long Beach received a \$376,498 grant from the California Department of Housing and Community Development, Workforce Housing Reward Program (WHRP). This program is designed to reward jurisdictions that add to the supply of affordable housing in their communities. Long Beach's reward was in recognition of the production of 81 very low- and low-income ownership and rental housing units during calendar year 2005 in the 1st and 6th Council Districts, where the grant funds will be used for public improvements.

MAJOR WEEKLY HIGHLIGHTS

Focus: Environment

City Manager

The City of Long Beach, the City of Seal Beach, the State Coastal Conservancy, the Trust for Public Land, the Los Cerritos Wetlands Authority, and Signal Hill Petroleum Company announced on August 1 the purchase and permanent public protection of 66 acres of wetlands at the mouth of the San Gabriel River. The Historic Los Cerritos Wetlands property, which has been a focus of conservation efforts for more than two decades, will be restored as freshwater and tidal wetlands. This first step is a unique opportunity to reverse decades of degradation and restore the last historic coastal wetlands complex in a county where more than 95 percent of coastal wetlands have been developed and destroyed. After full restoration, the property will offer visitors opportunities for bird watching, recreation, and environmental education.

WEEKLY HIGHLIGHTS

Focus: Business and Economic Assistance

Financial Management, Commercial Services Bureau

Commercial Services staff provides in-person services to customers who request information, as well as payment processing services in the Lobby and on the 4th floor of City Hall. Year-to-date customer contacts have increased 10 percent, from 250,000 a year ago to more 275,000 through this July.

WEEKLY HIGHLIGHTS

Focus: Business and Economic Assistance

Financial Management, Commercial Services Bureau Community Development

On August 1, owners and representatives from 30 Long Beach and surrounding area businesses met at the Union Bank of California Building, 1900 Atlantic Ave. for the bimonthly Diversity Outreach Networking Session coordinated by the City's Diversity and Economic Outreach Division. Keynote speaker Gloria Wadsworth, from Speaking Essentials, provided selling tips and interactive exercises to identify the business style of participants. City staff discussed doing business with the City and the City's Housing and Urban Development (HUD) Section 3 Business and Resident Programs. For more information, contact Jesse Johnson at 570.8542.

Parks, Recreation and Marine, Special Events and Filming Bureau

CBS Productions, Inc., with a cast and crew of 65, filmed a *CSI Miami* TV show, at Basin 4 and at locations on Lido Lane, Casa Oceana, Pacific Condo, 1st Place and Alamitos Beach on August 2 and 4.

Touchstone Pictures, with a cast and crew of 100, filmed a TV show, *Day Break*, at locations on First St. and Broadway, and at First St. and Linden Ave. on August 3 and 4.

Focus: Community Safety

Community Development and Police

The Wilmore Police Center recently presented certificates of participation to fifteen residents in the Wilmore NIS area for completing the Driver Education Classes. Since 1999, a total of 188 students have graduated from the Wilmore Police Center. Several of the graduates have passed the DMV written test with a score of 100 percent. These 10-week classes focus on California's driving laws, signs and roadway markings, and provide Wilmore residents the opportunity to be well prepared for the written portion of the DMV exam. The classes are provided in Spanish and are especially helpful to the limited English-speaking residents in the Wilmore area. The classes are completely free of charge. For more information please contact Teresa_Gonzalez@longbeach.gov.

The Wrigley and 7th St. Community Police Centers each recently hosted a Child Passenger Safety (CPS) Workshop. Staff from the Neighborhood Services Bureau's CPS Program facilitated these presentations, both in English and Spanish, where topics such as the California CPS law, types of vehicle and occupant restraint systems, types of child safety seats, choosing a safety seat, securing children in the vehicle, and elements of correct safety seat installation were presented. Those attendees who qualified received a child safety seat at no cost. The child safety seat workshops are possible due to a grant from the California Office of Traffic Safety to the City of Long Beach Neighborhood Services Bureau. For more information please contact Dartney_Carrasco@longbeach.gov.

The 7th St. Community Police Center (CPC) staff and the South Division Community Policing Team recently participated in the Neighborhood Leadership Program sponsored Stevenson Elementary School Safety Fair. This community gathering was provided to inform area residents about the educational and recreational opportunities provided by the City of Long Beach, and included the services and programs offered at the 7th St. CPC. More than 200 area residents attended this event. For more information contact Gonzalo_Sanchez@longbeach.gov.

WEEKLY HIGHLIGHTS

Focus: Community Safety

Community Development and Police (continued)

On August 5, the Police Department's South Division, the 7th St. Community Police Center and the Neighborhood Services Bureau coordinated a community street improvement fair in the 1200 block of Hoffman Ave. This event was held to acknowledge the hard work put forth by the residents to combat criminal activity and property maintenance issues in this neighborhood, and to introduce area residents to various City resources that could assist them in maintaining the quality of life in their neighborhood. The fair was kicked off with a community clean up where area residents, the City Prosecutor's office and representatives from the 2nd Council District collected nine tons of trash and debris from the surrounding area. A barbeque was held after the clean up and the Police Athletic League (PAL) provided a mobile recreation program that included bikes, helmets, ping-pong tables, skateboards and other toys for the kids in the neighborhood to share. Please contact Gonzalo_Sanchez@longbeach.gov for more information.

Police

In an effort to stop alcohol abuse by minors, Detectives with Vice Investigations conducted a Shoulder Tap Operation in North Division. Ten locations were solicited/checked by underage decoys, and four people out of the twenty-two approached willingly purchased alcohol for the minor decoy. These operations are conducted under the State of California OTS (Office of Traffic and Safety) grant and are one of many approaches used nationwide to stem the tide of alcohol abuse by minors.

The Traffic Section conducted a DUI Safety Checkpoint in the area of Daisy Ave. and Anaheim St., making four DUI arrests, impounding 31 vehicles and issuing 53 citations.

Focus: Environment

Community Development, Neighborhood Services

More than 55 residents, merchants, business owners, community service workers and CSULB students collected more than 10 tons of trash and debris on July 29 during the Pacific Ave. Clean-up. The South Wrigley Neighborhood Advisory Group (NAG) sponsored the event, with participation and support from the Neighborhood Services Bureau, the 6th District Council office and the City Prosecutor's office. The East Anaheim Business Alliance provided the use of their sidewalk steam cleaner, which made a significant improvement along the business corridor. The Neighborhood Advisory Group is completing its new sign for the Wrigley Police Center, a project funded through the Neighborhood Partners Program. Contact Teresa_Gomez@longbeach.gov for more information.

Forty-four community volunteers and eight community service workers removed more than 18 tons of trash and debris on August 5 from the area bounded by 8th and 9th Sts. between Walnut and Orange Aves. The Craftsman Village Historic District Focus Group, in collaboration with the 7th Street Community Police Center, the Hellman Area Neighborhood Association (HANA) and the 2nd Council District Office, sponsored the clean-up, which also saw the removal of 25 abandoned shopping carts from the area. For more information, contact Gonzalo_Sanchez@longbeach.gov.

WEEKLY HIGHLIGHTS

Focus: Leisure, Culture and Education

Parks, Recreation and Marine, Special Events and Filming Bureau

The Downtown Long Beach Associates (DLBA) '06 *Summer Music Series* entertained pedestrians and patrons at Rock Bottom, Smooth's, Hooters, West Gateway office buildings, the Nautilus Shell, Shoreline Village, City Place, and Lincoln Park on July 29, August 1, 2, 3, and 4.

An estimated 1,000 people attended the Belmont Shore Business Association's *Family Funfest* held July 30 on Second Street near Nieto Ave. and Corona Ave.

Parks, Recreation and Marine, Maintenance Operations Bureau

Recreation Park 9 Golf Course continues to host weekly camps for junior golfers, ages 5 to 17. Each attendee will receive 16 hours of instruction, four rounds of golf, four lunch meals, golf balls, and a certificate. To sign up or for more information, please call 438.4012.

Sixty elementary-age children participated in the last *Rancho Afternoons* workshop at Rancho Los Cerritos Historic Site on August 10. They took part in a Mexican California-era Fiesta, learning dance steps, making *cascarones* and fans, and playing shell instruments. The six-week Thursday afternoon program involved more than 15 teen volunteers working with Rancho staff, and introduced young children to daily life and work on a 19th century rancho.

Focus: Neighborhoods and Housing

Community Development, Neighborhood Services

Three teams from the Neighborhood Leadership Program (NLP) Class of 2006 have completed their projects along the Atlantic Avenue corridor. The teams utilized matching grant funds, and leveraged additional community resources, supplies and services to create the three projects that had a combined value of \$29,100. This year's class completed a total of eight projects with a combined value of \$48,600.

- The *Atlantic Avenue Safety Group* celebrated the completion of their community project *Head Start, Bright Lights* for the 4th St. Head Start building at 417 Atlantic Ave. Improvements included exterior lighting to the façade and alley, as well as new paint for the exterior and interior of the building. Adjacent Melrose Way will soon be converted to one-way traffic to reduce risk to children and parents at the "blind" intersection.
- *The Advocates* held a bicycle safety fair hosted by Covenant Presbyterian Church on August 8. The event included a bicycle safety workshop offered by LBPD's Bike Patrol Officers, voluntary fingerprinting for children by LBPD Explorers, and the distribution of 100 free helmets for children.
- *El Arbol y Yo* (The Tree and I) held a tree planting on Atlantic Ave. and Esther St. on August 8. Thirty volunteers planted the four Aristocrat Pear and ten Australian Willow trees chosen by neighborhood residents and business owners. Two families have pledged to adopt the trees for one year, providing water and care. Local children played a major role in the planting and shared a pizza lunch.

For more information about the Neighborhood Leadership Program, please call 570.1010 or contact Francisco.Rodriguez@longbeach.gov.

WEEKLY HIGHLIGHTS

Focus: Transportation and Infrastructure

Parks, Recreation and Marine, Planning and Development Bureau

Interior wall work and roof installation is ongoing at Admiral Kidd Park Teen/Community Center. The project is approximately 65 percent complete. The commercial/industrial compound south of the site has been demolished. Construction plans for integrating that acquisition into the park are underway.

Street Construction Report

Water Department, Sewer & Sewer Lift Station Modifications

Contact: 570.2323

Ocean Blvd.

Corner of Ocean Blvd. and Magnolia Ave.

Estimated completion:

Late August

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

Pine Ave:

From 2nd St. to 7th St., street closed from 2nd St. to 6th St.

Alley west of Pine Ave:

Between 2nd St. & 7th St.

Estimated completion:

August 18

Long Beach Gas and Oil, Rebuilding gas regulator station

Contact: 570.2060

4th St. & Loma Ave.

3rd St. & Loma Ave.

Vista St. & Loma Ave.

Estimated completion:

Mid September

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

Gateway West Area

Between Maine Ave. & Pacific Ave.

Between 6th St. & 3rd St.

Estimated completion

Mid August

Public Works, Street Improvement

Contact: Public Works

570-5160

Long Beach Blvd.

Between Wardlow Rd. and San Antonio Dr.

Estimated completion:

Early October

Public Works, Streetscape

Contact: 570-5160

Atlantic Ave.

Between 56th St. to 59th St.

South St.

Between Linden Ave. to Lime Ave.

Estimated completion:

Early November

Street Construction Report

Public Works, Street Improvement

Contact: 570-5160

Stearns St.

Between Clark Ave. to Bellflower Blvd.

Estimated completion:

Early September

August 14, 2006

Page 8

WEEKLY HIGHLIGHTS

Focus: Transportation and Infrastructure

Street Construction Report

Public Works, Traffic Signal Improvements

Contact: 570-5160

Long Beach Blvd.

Wardlow Rd. to North City Limits

Estimated completion:

Early November

Focus: Utilities

Long Beach Gas and Oil

Recently 19 young engineering professionals from the Indonesian State Oil Company, Pertamina, received a tour of THUM's Oil Island White. Their visit concluded a five-week school in oil field operations, conducted by the University of Tulsa and the University of Southern California. The engineers had numerous questions regarding THUM's oil operations and expressed their appreciation for the opportunity to learn about THUM's efficient production processes matched with exceptional safety procedures.

Long Beach Gas and Oil, Gas Services Bureau

Staff completed a total of 2,851 service calls. This total included 952 gas and Water Utility Turn Ons, and 903 Turn Offs. During this period, 802 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 194 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 336 phone calls that resulted in 84 emergency orders being sent out.

GRM: KP:ek:arc

cc: Christine Shippey, Assistant City Manager
Reginald Harrison, Deputy City Manager
Suzanne Mason, Deputy City Manager
City Manager Department Heads
Tom Modica, Government Affairs Manager
Jyl Marden, Assistant to the City Manager